

A customizable Web portal service comprises a server that hosts a master Web site. The master Web site serves as a Web portal. Users of a first class can establish accounts on the server. For each account holder, the server hosts a separate copy of the master Web site. Each account holder can customize its copy of the master Web site in accordance with a first level of customizability. In addition, users of a second class can create customized copies of the master Web site and of the account holder copies thereof in accordance with a second level of customizability.